



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
RECREATION SPECIALIST - PROMOTIONS
(PUBLIC RELATIONS & SPECIAL ACTIVITIES)
PARKS, RECREATION, AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position assists with all aspects of advertising, publicity, media relations, public relations and related work associated with special events or programs. Reports to a Recreation Program Superintendent.

ESSENTIAL JOB FUNCTIONS

Assists with the coordination of event logistics, programming and promotions to include communication with participants, exhibitors, staff, vendors, and the public as well as procuring equipment, finding service providers, providing direction to technicians, contractors, and work crews and event setup and breakdown.

Assists with finding or researching event policies and procedures, entertainers, special effects, decorations, services and other related information. May create promotional materials such as applications, forms, information packages, flyers, posters.

Processes revenue deposits, invoices, purchase orders, refunding security deposits, vendor payment follow-up and other related financial tasks.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- Recreational Programming - Considerable knowledge of recreational programming and recreational facility operations and available resources of assigned areas to include professional recreational philosophies, principles, and practices.
- Public Relations and Communications - Considerable knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Customer Service - Considerable knowledge of principles and processes for providing customer services.
- Safety - Knowledge of occupational hazards, safety precautions, and safety regulations related to recreational activities and other work related precautions.

REQUIRED SKILLS

- **Computer Skills** – Utilizes a personal computer with word processing, spreadsheet, and related software to effectively complete a variety of tasks with reasonable speed and accuracy. Skill in working with text, graphics, document layout and other design elements to create visually appealing and easy to read and understand publications.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships, with employees, representatives from all departments, organizations and the public and Effectively responds to and resolves complex inquiries and disputes.
- **Time Management** - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

REQUIRED ABILITIES

- **Communication** – Ability to communicate complex ideas and proposals effectively so others will understand. Considerable ability to listen and understand information and ideas presented verbally and in writing.
- **Judgement/Decision Making** – Ability to use logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions
- **Financial Management** - Ability to perform arithmetic, algebraic, and statistical applications to perform purchasing and financial transactions.

EDUCATION AND EXPERIENCE

Requires an Associate's Degree in a related field and 2-4 years of related experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background check to include a local and state criminal history and sex offender registry check.

A valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, temperature and weather extremes, traffic hazards, violent individuals, infectious disease, or rude/irate customers.